

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: NOVEMBER 21, 2016**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
CONOVER  
SEEBER  
SIMPSON  
STROUGH  
WOOD  
BEATY  
FRASIER  
LEGGETT

**COMMITTEE MEMBERS ABSENT:**

SUPERVISORS: DICKINSON  
VANSELOW

**OTHERS PRESENT:**

**REPRESENTING THE TOURISM DEPARTMENT:**

JOANNE CONLEY, DIRECTOR  
PETER GIRARD, CREATIVE DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
TANYA BRAND, GROUP TOUR PROMOTER  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
BRIAN REICHENBACH, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
MICHAEL SWAN, COUNTY TREASURER

**SUPERVISORS BRAYMER**

BROCK  
GIRARD  
MACDONALD

**REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE AND CVB:**

MICHAEL CONSUELO, EXECUTIVE DIRECTOR  
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES  
DIRECTOR  
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR,  
CITY OF GLENS FALLS  
SAM LUCIANO, FORT WILLIAM HENRY  
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION  
FRED AUSTIN, FORT WILLIAM HENRY  
ERIC GILBERT, THE GREAT ESCAPE  
DON LEHMAN, *THE POST STAR*  
MOLLY GANOTES, LEGISLATIVE OFFICE SPECIALIST  
\*SEE SIGN-IN SHEET FOR ALL OTHER MEETING ATTENDEES

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*Please note, the following contains a summarization of the November 21, 2016 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link:*  
<http://www.warrencountyny.gov/gov/comm/Archive/2016/tourism/>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:01 a.m.

Motion was made by Mrs. Frasier, seconded by Ms. Wood and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Joanne Conley, Director of Tourism, who distributed copies of the Tourism agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Conley introduced Michael Swan, County Treasurer, to provide the Treasurer report on occupancy tax; Mr. Swan informed the collection of Occupancy Tax was down .73% which equaled \$25,000. *A copy of the Treasurer's Report is on file with the meeting minutes.*

Privilege of the floor was extended to Peter Girard, Creative Director, who reviewed the bids for broadcast and digital media buying services. He informed of the five companies that had bid, AdWorkshop provided the best services for the needs of the Tourism Department. He advised AdWorkshop was not the lowest bidder; however he said they were the best choice because the Department had the ability to choose how their money was spent.

Following some discussion, a motion was made by Mr. Leggett, seconded by Mr. Strough and carried by majority vote, with Supervisor Seeber voting in opposition, to authorize a new contract with AdWorkshop, for broadcast and digital media buying services, in an amount not to exceed \$1,000,000, for the term commencing January 1, 2017 and terminating December 31, 2017 and the necessary resolution was authorized for the December 16<sup>th</sup> Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Privilege of the floor was extended to Sam Luciano, representing the Fort William Henry, who provided a power point presentation entitled Warren County Tourism Dept. Smith Travel Research Data Presentation. *A copy of the Power Point presentation is on file with the minutes.*

Following, Ms. Conley provided a Tourism Department update, stating the 2017 Travel Guide would be distributed the 1<sup>st</sup> of the year and she informed the BBG&G report was posted on the Warren County website.

Tanya Brand, Group Tour Promoter, mentioned the Supervisors should have received their 2017 Group Travel Planner. She informed the Council of Chambers was having their monthly meeting Dec 21<sup>st</sup> that was being hosted in Warrensburg and invited all to attend. She informed she was working on marketing to International travelers and she created six and eleven day multi-regional itinerary's that would be marketed to international clients and foreign independent travelers. She indicated they were working with I Love NY to market through Tourmapers.

Privilege of the floor was extended to Kristen Hanifan, Lake George Chamber of Commerce and CVB Special Events & Convention Sales Director, who distributed a handout entitled November 2016 Lake George Regional CVB Report that she reviewed in detail. *A copy of the report is on file with the minutes.*

Next, Mr. Merlino reviewed the Occupancy Tax Coordination agenda which was distributed to the Committee *and is on file with the meeting minutes.* He discussed the 2017 Occupancy Tax Spending Plan. He informed he would like to distribute \$1,000,000 to the Towns, similar to the 2015 distributions. He indicated by doing this the County would save \$500,000 a year.

A lengthy debate ensued, following which a motion was made by Mr. Conover, seconded by Ms. Wood and carried by majority vote, with Mr. Merlino voting in opposition, to repeat the spending plan used in 2016 for the Towns and the City of Glens Falls for 2017 and the necessary resolution was authorized for the December 16<sup>th</sup> Board meeting.

There being no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Ms. Wood and seconded by Mr. Simpson, Mr. Merlino adjourned the meeting at 12:45 p.m.

Respectfully submitted,  
Molly Ganotes, Legislative Office Specialist